

Message Text

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PAGE 01 STOCKH 07012 231256Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 105820 /44

R 231122Z DEC 76
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC
INFO SECSTATE WASHDC 9399

UNCLAS STOCKHOLM 7012

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: MARKET RESEARCH: MUSIC/AUDIO EQUIPMENT: SWEDEN

1. TOTAL MARKET SIZE FOR ALL CATEGORIES INCLUDED IN STUDY
(BTN 9212.901 EXCLUDED):

	1972	1976	1980
TOTAL IMPORTS	\$62.7 MILLION	165.2	253.7
FROM US	5.1 MILLION	19.2	34.5
US SHARE OF IMPORTS	8.2 PERCENT	11.6 PERCENT	13.6 PERCENT

2. SIGNIFICANT PRODUCT CATEGORIES IN MILLIONS OF DOLLARS;
A-TOTAL IMPORTS, B-IMPORTS FROM US, C-US PERCENT OF IMPORTS.

	1972	1976	1980
PRINTED MUSIC			
A	.55	1.25	1.82
B	.07	.28	.45
C	12 PERCENT	22 PERCENT	25 PERCENT
MICROPHONES			
A	.96	2.16	2.73
B	.11	.19	.27
C	12 PERCENT	9 PERCENT	10 PERCENT
SPEAKERS			
A	7.48	19.32	29.55
B	.19	2.51	4.43

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C	3 PERCENT	13 PERCENT	15 PERCENT
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AMPLIFIERS

A	1.90	4.54	5.23
B	.16	1.36	1.83
C	9 PERCENT	30 PERCENT	35 PERCENT

PIANOS (& OTHER KEYBOARD STRINGED INSTRUMENTS)

A	1.62	3.97	10.16
B	.01 #5	.16	.57
C	NS	1 PERCENT	4 PERCENT 5 PERCENT

STRING INSTRUMENTS (EXCEPT BOW-TYPE)

A	.9)8	2.16	3.41
B	.03	.50	.85
C	4 PERCENT	23 PERCENT	25 PERCENT

WOODWIND INSTRUMENTS

A	.50	1.48	2.73
B	.04	.15	.41
C	8 PERCENT	10 PERCENT	15 PERCENT

BRASS INSTRUMENTS

A	.47	1.27	2.50
B	.12	.64	1.50
C	26 PERCENT	60 PERCENT	60 PERCENT

PERCUSSION INSTRUMENTS

A	.44	1.36	2.73
B	.11	.48	1.09
C	24 PERCENT	35 PERCENT	40 PERCENT

ELECTRIC ORGANS

A	2.10	6.14	6.14
B	.11	.43	.49
C	5 PERCENT	7 PERCENT	8 PERCENT

OTHER ELECTRIC INSTRUMENTS

A	.25	.80	1.02
B	.09	.30	.5 .41
C	35 PERCENT	38 PERCENT	40 PERCENT

STRINGS

A	.19	.45	.64
B	.06	.18	.26

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C	32 PERCENT	40 PERCENT	40 PERCENT
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INSTRUMENT PARTS

A	1.10	3.59	4.90
B	.09	.36	.49
C	8 PERCENT	10 PERCENT	10 PERCENT

GRAMOPHONES

A	6.67	11.93	14.02
B	.25	.15	.22
C	4 PERCENT	1 PERCENT	1 1/2 PERCENT

AUDIO TAPE RECORDERS

A	12.66	35.68	53.41
B	.12	.30	.70
C	1 PERCENT	1 PERCENT	1 PERCENT

VIDEO TAPE RECORDERS

A	.87	3.18	4.09
B	.34	.25	.33
C	39 PERCENT	8 PERCENT	8 PERCENT

RECORDS (EXCEPT FOR LANGUAGE TRAINING)

A	9.64	22.72	36.36
B	1.39	5.00	9.09
C	14 PERCENT	22 PERCENT	25 PERCENT

RECORDED AUDIO TAPE

A	1.67	5.91	10.23
B	.39	.77	1.53
C	23 PERCENT	13 PERCENT	15 PERCENT

PARTS FOR RECORD PLAYERS & TAPE RECORDERS

A	2.30	7.73	13.64
B	.53	1.55	2.73
C	23 PERCENT	20 PERCENT	20 PERCENT

3 SWEDISH PRODUCTION, IMPORT, EXPORT AND APPARENT

CONSUMPTION TOTALS IN MILLIONS OF DOLLARS:

1972, P-17.8 M-62.7, X-10.6, C-69.9;

1973, P-24.1, M-81.6, X-11.5, C-94.2;

1974, P-30.9, M-115.9, X-15.4, C-131.3;

1975, P-35.0 (EST.), M-154.1, X-18.6, C-170.5 (EST.).

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SMITH

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 23 DEC 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STOCKH07012
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760471-0304
From: STOCKHOLM
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19761215/aaaaamxr.tel
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Reference: n/a
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Review Content Flags:
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Margaret P. Grafeld
Declassified/Released
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EO Systematic Review
04 MAY 2006

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Review Release Date: n/a
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Secure: OPEN
Status: NATIVE
Subject: MARKET RESEARCH: MUSIC/AUDIO EQUIPMENT: SWEDEN
TAGS: BEXP, SW
To: COM
Type: TE
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